



Euromonitor
International

Traditional Toys and Games in India

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2024 DEVELOPMENTS

Cultural relevance, sustainability, and STEM are increasingly important trends

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INDUSTRY PERFORMANCE

Scientific/educational toys shows the strongest increase, as parents facilitate their children's learning

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BIS certification improves safety and ensures consumer trust

Maniams Design Studio launches culture-themed puzzles Kona and Jharokha

WHAT'S NEXT?

Household income set to rise, propelling the expansion of traditional toys and games

Scientific/educational toys to reshape traditional toys and games

Growing demand for toys that reflect Indian culture and heritage

Sustainability expected to rise in importance in traditional toys and games

Global giants will have to adapt to the rise of Indian start-ups

COMPETITIVE LANDSCAPE

Mattel leads due to popularity of brands including Barbie, Uno, and Hot Wheels

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Toys 'R' Us India proactively embraces BIS certification

Jamibo and Toyshine expand their reach through diverse distribution strategies

Funskool Atomic Launcher offers safe, washable, outdoor play for children

CHANNELS

Traditional toys and games stores continues to dominate due to established customer loyalty

Amazon and Flipkart gain share through convenience and wide product range

Zepto and Blinkit are leaders in quick commerce, but Swiggy Instamart rises rapidly

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[Toys and Games in India - Industry Overview](#)

EXECUTIVE SUMMARY

Dynamism for both video games and traditional toys and games

KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

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Maniams Design Studio integrates local culture into toys and games

Reliance leverages brand recognition for growth in toys and games

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SuperGaming and WoodBee Toys succeed through innovation and cultural relevance

NODWIN Gaming expands through AFK Gaming, Trinity Gaming, and Freaks 4U Gaming

SuperGaming and Funkskool launch innovative products to meet local preferences

CHANNELS

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